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NOVEMBER 1949

Featuring Health

EXTENSION SERVICE
Review



Next Month

- December is a triple header Christmas issue featuring the house, the family, and the local leader—a great extension triumvirate.

Under the heading of the house is a brief statement on the new housing act of 1949 and its provisions which apply to the Extension Service. As a case report on a comprehensive extension housing program now in full swing, you won't want to miss the account of how Washington State is solving its acute housing problems.

- Featuring the family is the eyewitness account of the National Home Demonstration Council meeting in Colorado Springs, Colo. Dorothy Bigelow, the associate editor, attended and air-mailed the story, special delivery to make the December issue. She features the 9-point program adopted by the 2,500 women for the coming year. Point number one is a plea for bigger and better family life programs—a particularly good theme for Christmas thought.

- Including the whole family in planning extension programs is the theme of a thoughtful article by the county agent of Geary County, Kans.

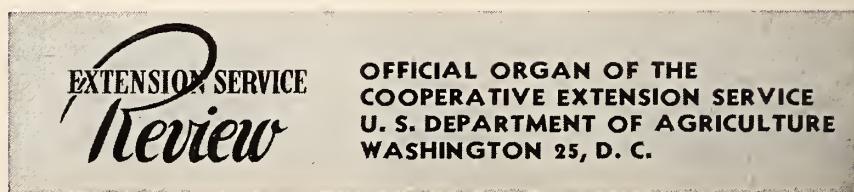
- The local leaders get their inning in "What a Local Leader Expects From the County Agent." If you want to see yourself through the eyes of a shrewd "down Easterner" read it.

- A typical American success story is that of an Arkansas local leader who decided that electricity was the missing link in attaining a higher level of living in her neighborhood and went ahead to do something about it.

- Something new was added down below the border in El Salvador when the very first county agent in that country saddled his donkey last August and started for his hill country. The story is illustrated with pictures of his activities.

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NO. 1

Prepared in the Division of Extension Information

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Can FIRE LOSSES Be Cut?

Folks of Kent County, Mich., thought they could and this is how they went about doing it, as told by County Agent Richard Machiele.

HOW'S THE FIRE chief today?

Those familiar and gratifying words don't greet this county agent's ears any more. Maybe it's because the Cooperative Extension Service in Kent County, Mich., was graduated from the fire prevention and fire control field. At least that's the opinion of C. V. Ballard, Director of Extension at Michigan State College, on our position in this field. Let me explain.

For a period of 5 years the job of organizing the fire program fell to Extension Service. As a neophyte assistant county agent my first job was to organize rural Kent County into fire-fighting units. This area surrounds highly industrialized Grand Rapids. The job was made possible by an appropriation of \$25,000 from the Kent County board of supervisors.

A survey was made to determine how the money was to be spent and five areas in the county were determined to be critical areas. These were organized into five fire districts. In cooperation with the county road commission, fire-fighting units were housed in the road commission garages and services and operated by road commission personnel, during the commission's regular workday. On Saturdays, Sundays, and holidays a special driver was hired so that each truck had an operator at the garages each day of the year, 24 hours each day.

We bought high-pressure fire trucks operating under at least 500 pounds pressure.

The next step was to get a crew to operate the equipment. Each township was responsible for its own organization. Fire districts were set up depending on population, natural boundaries, and other factors, and a district fire chief was appointed in each. All the districts in each town-



County Agent Richard Machiele (left) discusses fire-fighting problems with the fire chief.

ship were united under a township chief.

Each township chief was to see that his township unit operated properly. He arranged training meetings for his district crews.

The district volunteers distributed a fire card to each home in the township which told anyone reporting a fire how to proceed. First, call the fire truck, the first number listed on the card. Second, call your district chief. That's all. The chief had arranged to call out his crew. This is all done by telephone.

Besides distributing fire cards the volunteers did a good fire prevention job by asking each home owner several questions. How many fire extinguishers have you? How many ladders and how long? How many feet of garden hose? Do you have a cistern and what is its capacity? What is the nearest source of additional water? The answers were listed and compiled for each township. It certainly worked wonders in getting people to buy extinguishers for buildings that had none. In short, it made people fire conscious.

We're not as close to the program as before. Why? The county felt that this program was so big that a full-time fire chief was needed. The position has been filled and since then we have watched the program grow. Instead of five trucks there now are nine plus a number of auxiliary trucks for water transportation owned and operated by the township.

You might now ask, does such a program pay? We kept an accurate record of each fire and now have accumulated figures on 100 fires. Our fire fighters saved \$1,732,520 and during that period losses were \$941,487.

Another item which we as extension folks should be interested in is the type of fire fighter to use in the rural areas. We have a situation in every rural township of the United States that makes a fire control program hard to manage and that is water supply. Unless we have water we cannot fight fire. Therefore, let me offer proof from our records that the high pressure unit is more efficient and more effective on rural fires than any other types we had an opportunity to try.

Health Education Programs Studied

AN EXTENSION program in health and medical facilities for rural areas was given special study by a committee of the extension department of the American Home Economics Association. The report given at the San Francisco meeting last June emphasized the importance of the home demonstration agents providing leadership in health education.

The prerequisites for leadership were given as a thorough knowledge of all health agencies, both public and voluntary, in the State and county, and an understanding of existing conditions that affect community health and resources available for improving these conditions.

The home demonstration clubs offer a real opportunity to an agent inter-

ested in health education. When the health problems of the homes and community are discussed with members of the groups, they in turn may discuss them with other residents of the community. Free discussion and exchange of ideas bring about an understanding of health problems and an appreciation of what is needed.

Home demonstration groups have made progress in health programs, which the committee recognized; but the committee thought that this work could be strengthened and many projects already under way could be coordinated for a greater emphasis on the health phases.

The committee recommendations were based on a questionnaire sent to State home demonstration leaders. About 80 percent of the States reported efforts to strengthen existing health work. In 17 States there is a health committee in the State home economics association, and 17 States also have a health committee in the Extension Service. In at least two States, Michigan and Wisconsin, this extension rural health committee and other staff members have formulated a health education policy statement for the field.

The State home demonstration council has a health committee in 22 States and Hawaii. Local home demonstration groups have health leaders in 29 States. Arkansas has a health chairman or leader in each of the

1,646 local home demonstration groups. In Colorado all county councils and local groups have health chairmen. Health programs were featured as a part of the annual extension conference in 17 States and had an important place in Farm and Home Week programs or similar gatherings of rural people in 34 of the 41 States reporting. Health discussions were scheduled in a number of States on programs of farmers' institutes, county-wide rural women's days, camps, and other general meetings. In Illinois both sides of the national health legislation proposals were presented at the summer conference for home bureau presidents and vice presidents.

Study kits, including information on such subjects as cancer, undulant fever, heart disease, tuberculosis, polio, and rheumatic fever, have been popular in several States.

Among the significant developments in health education were the health conference in the State of Washington, jointly sponsored by the State health departments and the Extension Service, and the assistance given by the Virginia Extension Service in the organization and planning for State and local health councils. More than 25 counties are doing active work on health in Virginia.

In New York members of the home demonstration staff work as a committee with the State board of health and State nutrition committee. In Vermont the State health council which the State medical association helped to set up, includes members of the extension staff. The Vermont Rural Policy Committee, sponsored by the Extension Service, has also worked on health problems.

As a result of these findings, the committee of the American Home Economics Association suggested that each State set up an extension health committee to develop policies and plans for an extension health program and commended the steps taken in many States to coordinate health work in such activities as farm and home planning and quality dairy production programs.

(Continued on page 206)



Health projects now under way can be strengthened.



The Home Demonstration Club is a good place to talk about health problems and health facilities in the local community.

A Good Food Glamourized

A 4-H HEALTH program that caught the imagination—Magic From Milk—means not only health but fun to West Virginia 4-H Club members. For the past year club members have eagerly accepted the challenge of discovering for themselves the “magic from milk”—a 4-H health program carried in 41 of the State's 55 counties.

Young Folks Make Their Own Plans

The program was planned to meet a long-felt need among youth for a better understanding of the health-giving values that make milk and its products the most nearly perfect food. It was developed by county and State extension workers, local leaders, and in large part by the members of 4-H Clubs themselves.

The idea appealed to the young folks, who discussed the subject and made plans for improving the lot of the family cow, for surveying the amount of milk being consumed by the boys and girls in the club or community, for making unusual new milk dishes or colorful posters to put in store windows, and for serving milk at club meetings and parties.

Each county carried out its program in its own way. Here's how one county did the job:

A county milk council, composed of one member from each club in the county, launched the Webster County program. The council served as an information bureau to keep all clubs informed.

A contest produced 416 attractive posters, which were first shown in local communities, then at a county-wide exhibit in the county seat, and later at the county camp and the county fair. A 4-H ring was presented to the member who had the best poster in his club. A pennant bearing the 4-H pledge was given for the best poster made by a high school club member, and a similar award went to the winner in the grade school.

Sixteen demonstrations were given in the county milk demonstration con-



Most everyone in town came down to see the parade put on by 4-H club members in their “magic from milk” campaign.

test. Four teams took part in the milk production division and 12 in the milk consumption division.

The big event in Webster County was County 4-H Milk Day, when approximately 2,000 people watched 500 county 4-H boys and girls, leaders, and sponsors on parade. Twenty-three of the county's 27 clubs participated. Songs and yells about milk were presented and judged, and the county milk king and queen were crowned. At noon, a local service club served ice cream and a county farm organization furnished a half pint of milk to each person. The business and professional men were so delighted with the County 4-H Milk Day that they volunteered their services to promote a similar event next year.

The climax of the State program came in August at the eighth annual State dairy show at Jackson's Mill, West Virginia's State 4-H Camp, where county kings and queens from 19 counties competed. Through demonstrations or illustrated talks, county entrants outlined individual, club, and county participation in the program. Other considerations included written county reports and the individual narratives of the county kings and

queens. A point-grading program was used in making the selections.

Webster and Randolph Counties shared high honors. Ohio and Wetzel Counties stood next. These four counties received blue ribbons for their efforts during the year. Hollis Ray Hall, of the Holly Jolly Club, Webster County, and Barbara See, of the Ski Hi Club, Randolph County, were crowned State king and queen to reign at the Magic From Milk festival. Strolling down “the milky way” attended by princes and princesses, they were crowned by Director J. O. Knapp and enthroned on milk-bottle thrones with a 7-foot milk bottle in the background.

The results of the program have been far-reaching. In some communities the interest created has led to better and cleaner methods of caring for milk in the home, more family cows, a glass of milk for every school child at lunchtime, and better prepared milk dishes with a resultant larger consumption of milk. One club reports that in school the boys and girls are beginning to substitute milk for soft drinks. Milk-conscious 4-H Clubs in the Mountain State are demonstrating that there is “magic from milk.”



Public Health Nurse Mrs. Jackson weighs and measures a young visitor to the health center.

AN EXAMPLE of what a rural community can do for itself is the new Pomonkey, Md., Health Center, first in the country to be launched by colored farm people, says Maryland District Extension Agent Martin G. Bailey.

Three years ago there wasn't a single colored physician among the 7,000 Negro residents of Charles County, a public health nurse, or a clinic where the colored residents could obtain adequate health services.

Today, however, largely because the people got together and worked for what they wanted and a forward-looking agent worked with other community leaders, the county has a colored physician, a public health nurse, and a clinic.

In wagons, trucks, and cars, and on foot, people now come to their clinic from all parts of the county for examination, preliminary treatment, training, and advice. Often as many as 40 adults and children are served in one afternoon.

"I don't know how they ever got along without this clinic," says the district extension agent, "and I wonder how the clinical needs of the peo-

ple in hundreds of counties without this facility are being met."

But getting the clinic, the doctor, and the nurse was not an easy task. It took 3 years and a lot of work. Back in 1946, County Extension Agent Milbourne Hull, Supervisor of Schools J. C. Parks, and a few Parent Teacher Association leaders met to study their county health problems and to seek a solution. Out of this meeting came a health center committee.

The responsibility of this committee was to get a public health nurse, attract a colored physician to the county, and initiate plans for the establishment of a county health center.

Within a year, through the cooperation of Dr. William A. Harris, county public health director, the committee had found a nurse, Mrs. Theresa Jackson, trained at Baltimore's Provident Hospital and New York's Maternity Center Association, and a physician, Dr. Percival Smith, a graduate of Howard University's medical school.

"Getting the clinic was the really difficult task," says Mr. Bailey. He points out that first the committee acquired an old schoolhouse which the men of the county moved 5 miles to a site in the Pomonkey Community. But both site and building proved unsatisfactory.

Then the committee launched a drive to raise money for a new building. It begged at churches, solicited all of the county organizations, and gave dinners to raise funds. By last summer, the committee had \$700, mostly in nickles and dimes.

Led by Superintendent Parks, County Agent Hull, and James T. Slater, retired navy yard worker who has lived in the county for more than 60 years, the committee went to the county commissioners, told them of their health care needs, explained what they were trying to do, and plunked down the \$700. So impressed were the commissioners that they

County Health Center Serves Negro Farmers

hired a contractor to build a four-room health clinic on a lot donated by the county board of education.

The clinic was built and equipped at a cost of \$6,300. During the dedicatory ceremony last March, a cornerstone was laid in honor of Mr. Slater for the important part he played in obtaining the site and building for the clinic. Dr. Roscoe C. Brown of the United States Public Health Service, the principal speaker, said that the center is perhaps the first rural clinic which the people themselves have taken the lead in establishing.

The clinic is open part of each day, 5 days a week. On duty are two public health nurses, Mrs. Jackson, and Mrs. Temple McCombs, white, and two part-time physicians, Dr. Smith, and Dr. Frank A. Susan, white.

The center is devoted largely to preventive work. It offers prenatal and postnatal care, child hygiene, examination and treatment of venereal diseases, and training in midwifery.

Later, a dentist is to be added to the staff, and some additional equipment, including an X-ray machine, will be purchased, says Dr. Harris, the director. He points out that there is a high incidence of tuberculosis and heart disease in the county, but a low rate of venereal disease.

Television

A 6-week series of farm television shows, called "Summertime on the Farm," was recently completed at WFIL-TV, Philadelphia. These were the first television shows produced by Pennsylvania Extension Service.

Charles K. Hallowell, Philadelphia county agent, was in charge of the series and most of the shows were produced by Elton B. Tait, extension radio editor. In all the shows motion picture film produced by George F. Johnson, extension visual aids specialist, was used.

4-H Members Learn

Feeding Operations

A PRACTICAL education in feeding operations, with a net profit of \$246.28 included, has been completed by six 4-H Club members of Wellington, a northern Colorado community.

These boys took part in a commercial lamb-feeding project, designed so they could learn feeding operations from the time the animals were purchased until sold. Tried for the first time in Colorado, the project was termed a success by Don McMillen, Larimer County agent.

The project was cosponsored by the Wellington local of the Larimer County Farm Bureau and an advisory committee composed of a banker, a rancher, a feeder, a 4-H leader, and the county 4-H agent. Parents and neighbors took a great interest in the practical feeding project.

The boys planned the ration for the lambs. When the lambs were trucked to market the boys had the final say-so as to accepting the market price offered that day.

Through Regular Market Channels

Ninety lambs, averaging 70 pounds per head, were purchased from a Denver commission firm at \$22.50 per hundredweight. When the 6 lots were sold, they ranged from an average of 92.7 to 102.3 pounds per head per lot. Gross sale price was \$2,011.85, which was \$24 per hundredweight, with 4 head out at \$23 and 1 out at \$21. Selling was done on the basis of 90 fat lambs, but each lot of 15 was numbered and weighed separately.

Each boy had to pay for his lot of 15 lambs when delivered. If he did not have the cash, he could borrow it from a bank—that is one reason the banker was on the advisory committee. Shortly after delivery of the lambs the advisory committee visited each boy's farm and helped him to get a start.

The advisory committee members made arrangements for a represen-

tative of a Denver commission firm to accompany them on a visit to each boy's farm with the idea of advising when to sell the lambs. So in mid-February—after 109 days of feeding—the lambs were taken to Denver and sold through regular channels to a packing company.

Dinner and Tour Wind Up Project

Following the sale, the Denver Union Stockyards, Denver Livestock Exchange, and Great Western Sugar Company jointly sponsored a dinner

for the boys, their dads, neighbors, and committee members. They were told of the central marketing system, saw buyers in action, and finally saw the dressed carcasses of their lambs at the packing house. The boys by this time had completed the entire cycle.

The average daily net gain per lamb was 0.26 pound which is just about what regular feeders will get, according to Agent McMillen.

The boys ranged in age from 12 to 16 years. All fed alfalfa hay and barley, four fed corn, two fed beet tops, three fed dried pulp, and two fed wet pulp.

The project was open to any 4-H Club member who cared to take part. Three different clubs were represented by the six boys who signed up to get the practical education in feeding operations.

T. V. or Not T. V.

LIKE a small boy sticking his toe into the cold water of the old swimmin' hole before the first swim of the summer, Extension for the past year has been gingerly testing the unfamiliar waters of television. Although a few hardy editors have been acquainted with the video pool for a number of years, most of Extension's pedal digits received their first moist TV application during 1948-49.

From the first splash it seemed evident that one of Extension's major jobs in television was to tell the farmer's story and dramatize America's agricultural process.

If some of us hesitated at the brink and, shivering there in our information birthday suits, looked back to the warm bathtub of press, or the wading pool, of radio, it is understandable because the stores of ghosts, ghouls, and gobblins that dwell in the television depths are enough to shake the faith of any Extension worker.

The twin hoggobblins of cost and difficulty of production, together with a ghost labeled "special talent," appear to lead these mythical bogeys. At times it seems that an extra effort is being made to make television participation by Extension look hard.

Note that we use the word "participation," not production. Technical production in television is a specialist's job. We are not television producers. There are rules in TV, just as there are in radio, or press, but they are well within the ability of Extension people.

The very foundation of Extension provides what television wants from it, the Extension demonstration.

Such a demonstration method requires little or no altering for television from the original which is used at a farm meeting. Most certainly it requires no change in talent, or the powers of presentation. A county agent on TV is still a county agent, as he should be, not a professional actor.

But the use of television as a new Extension tool does not necessarily mean that it is just another medium to tell the farmer "how to do" his work. Television may best be suited to turn our information traffic the other way and send agriculture's story to the city. By building understanding, appreciation, and interest for agriculture TV can render the farmers of our Nation a tremendous service.—JOE TONKIN, Extension Radio Specialist, USDA.

Demonstrations With Variations

Betty Williams, formerly home management specialist in Arkansas, tells of a demonstration method she found especially helpful. On July 1 Miss Williams took over the duties of regional home economist for the Rural Electrification Administration, working in Texas, New Mexico, and Arizona.

RURAL FAMILIES who come to the Fruit and Truck Branch Experiment Station, Hope, Ark., on visiting days, saw experiments inside as well as outside the home. They learned new ways of making work easier and carried away simple but sound ideas to put into practice in their own homes. Among the demonstrations were two improved kitchens.

Among farm families interest in kitchen improvement has been keen since the war's end. With this interest in mind, the kitchens in two homes on the grounds of the experiment station were selected in March 1949 to serve as result demonstrations. Plans were made to open these kitchens to all families who came on visiting days in May and July. Showing these two kitchens, one large and one small, proved to be a convincing way of demonstrating what a family can do to an inconvenient kitchen—if there is a will!

But there is more to the story than selecting and exhibiting. "What?" and "How?" are always important questions. If there had been no what and how, there would have been no exhibiting.

There was plenty of "what!" These two kitchens underwent much in the way of face lifting—all accomplished in the 6 weeks between the dates of selecting and exhibiting. And that's not any time to spare considering all the routine duties involved for families who live on an experiment station farm, and the extras, too. Being specific, some of the "whats" were: Moving the range, refrigerator, home freezer; building step shelves (oh, how many!), racks for spices, flavorings, knives, dish towels, cleaning materials, and paper bags; vertical and horizontal filing positions between shelves, partitions in drawers and under sink, extra shelves, bins for shelves, planning center, broom and mop closet, cabinet for canning and

canning equipment on castors; installing additional lights; rearranging work center; and reorganizing supplies, utensils, and equipment at the various work centers. And on and on could go the list of what was done, even painting and the like. Seems as though there couldn't have been an idle moment around those kitchens in those short weeks!

And as to the "how": The families themselves, with the help of the carpenter on the station, did all the work; and it was of high-quality workmanship. The families were assisted in making plans for improvement by two members of the State extension staff—the home management specialist and the district home demonstration agent. The problems in these kitchens at that time, as discussed by the families and the professional workers, sounded quite like those often heard—too much walking, not enough places to put things, too much stacking, too hard to find things, too much to move to get what you want. The home management specialist made a second visit to the families in April, approximately 2 weeks before the first scheduled visiting day. The plans that had been made previously were well under way, work in full swing and well in hand.

Came visiting day. The first of the visiting days brought approximately a thousand persons to see the kitchen—farm men, women, youths; vocational teachers of agriculture and home economics; extension workers. For the most part, they arrived at each demonstration kitchen in groups of 30 persons conducted by a member of the Extension Service. Those who missed the groups heard about the demonstrations from others and came individually or in twos and threes. But whether it was to individuals or to groups, the story, the why's, the what's, and the wherefore's were carefully explained to

every interested visitor who came.

The visitors were enthusiastically complimentary of what they saw. Frequently heard remarks were: "That's what I need"; "I am going to make one of these when I get home"; "I can make one like that."

This type of exhibit had definite advantages over those that are dismantled and removed after the visitors go home. It has a certain veracity. The lived-in, worked-in atmosphere is proof of the value. Advantages of lasting quality remain for use of the families who participated and, as examples, can be seen by other visitors who may come to visit the experiment station on any of the 362 days other than visiting days during the year.

It has the advantage of being attended by the crowds present on the experiment station visiting day and all the effectiveness of the traditional demonstration.

Recordings on Family Life

A library of recorded programs on family relationships is being built up at Cornell University for the use of adult study groups and educational institutions on request.

The project was started about a year ago to meet the many demands for specialist help from the 200 child study groups in New York State. Topics for the programs are chosen from study club requests.

Each record in the series, which is called "The Family Grows Up," runs from 10 to 13 minutes and consists of a dialog discussion between a child development specialist at the college of home economics and Mrs. Nita Albers Jager, home economics radio editor. The records may be played on any phonograph.

The scripts are written by Mrs. Jager from information supplied by Dr. Russell Smart, of the child development and family relationships department. Each transcription is accompanied by a list of reference reading, suggested questions for group discussion based on the transcription, directions for playing the disk, and a mimeographed copy of the script.

The series is added to each month. There are now about 30 transcriptions in the library.

Even in Bad Weather

Around 20,000 people came to the county 4-H fair in Rock County, Wis., this August. Among the visitors was George Pace, in charge of Visual Aids in the Extension Service, who made the photographs.

R. T. Glassco, county agent there since 1918, told him that more than 9,600 entries were made in classes including farm products, home economics, horses, cattle, poultry, sheep and swine. The Rock County 4-H Junior Fair has its own grounds with home economics buildings, boys dormitory, and cattle barns new last year. Mr. Glassco gives much credit to the 200 adult leaders and 75 junior leaders in the county.



All 30 clubs had a float in the parade.



Exhibitors stayed near their animals.



Members entered 600 dairy cattle.



Style Revue had a smart background.



The Queen led the mile-long parade.



Even 4-Hers get tired.



4-H members exhibited 160 sheep.

They Demonstrate 4-H's in Hawaii

ON THE FIRST day of the third territorial 4-H conference held at the University of Hawaii in June, the 4-H'ers crowded the senate chamber in Iolani Palace to present Gov. Ingram M. Stainback gifts of the land—taro, rice, bananas, papayas, pineapples, mangoes, litchis, lettuce, celery, sweetpotatoes, coffee, avocados, and macadamia nuts. (Iolani Palace is the Territory's capitol building—a remnant from the days of the monarchy.)

"Hawaii has always been and will continue to be an agricultural community," the governor said, as he received the gifts. "The soil is our only resource. We can never become an industrial community because we lack cheap power."

Governor Stainback said the knowledge of scientific agriculture and homemaking that they gain in club work will prepare 4-H'ers for a happier, more efficient life whether they remain on farms or move to cities.

Demonstration and judging contests, group discussion, tours of Honolulu, and talks by prominent men

and women of the community were features of the week-long conference for the 96 delegates, 18 club leaders, and 17 extension agents. There was time for fun, too—picnics, parties, and stunt programs.

Frederico Bicoy and his brother Puncho won first place in the boys' demonstration contest. They demonstrated how to grade and candle eggs. These boys are brothers who live on the Island of Molokai. Their parents came to Hawaii from the Philippine Islands.

Kenneth Michitani and Richard Miyashiro of east Oahu (the island on which Honolulu is located) placed second with their demonstration of anthurium culture. Anthuriums are exotic plants with large red flowers. They are becoming an important export crop in Hawaii. Kenneth and Richard are of Japanese ancestry.

In the girls' contest, first place was given to Midori Tashima and Chizuko Kinro of the Kona district of the Island of Hawaii. They demonstrated the making of lauhala handbags, using lauhala squares in combination with

cloth. Lauhala is the dried fiber of pandanus tree leaves. Native Hawaiians use it extensively for floor mats, table mats, hats, and purses. The Japanese people in Hawaii have taken up lauhala weaving and become very skillful at this homecraft.

Second place in the girls' contest went to the team from the Island of Maui, Lurline Taba and Velma Nakamura, who demonstrated how to launder a woolen sweater. Yes, woolen sweaters are used occasionally in the high, cool mountain areas of Hawaii.

Group discussions on the conference program dealt with 4-H'ers in the home, the community, and the world.

Achievement Day

TWO 4-H CLUBS, the Merry Bakers and Rock Creek Rangers, of Todd County, S. Dak., having completed their second year of work, put on an achievement day program at the city auditorium in Mission that did them credit.

The two clubs which had the achievement day are the only clubs in Todd County. This county is a vast, sparsely settled region, part of the 200 by 200 mile territory in which Mrs. Joy A. Paine, home demonstration agent, administers to the needs of 4-H and home demonstration clubs. It is a tribute to the zeal of these little girls and boys and their parents that, without the aid and encouragement of extension agents, they put on their own achievement day.

The average age of the club members was 12 years, and 19 of them took some part in the festivities. Among the exhibits were 41 in foods, 7 in livestock, and 1 in poultry. Twenty-four received a blue ribbon indicating a superior product, and 17 received a red ribbon classifying their product as average.

A program in the afternoon featured singing and an explanation by the boys and girls of just what 4-H Club work meant to their club, their community, and their country. Seven food demonstration teams competed for a chance to repeat at the Todd County Fair. "Tricks with Toast" won the honor.



4-H delegates brought "The Fruits of Their Counties" to Governor Ingram Stainback, of Hawaii.

Office Secretaries

Look at Their Job

JOSEPHINE H. POLLOCK

Assistant State Leader, Home Economics Extension, Wisconsin

ONE-DAY training schools for office secretaries are making for better morale as well as more efficient office practice in Wisconsin. One such school was held recently in each of the seven districts in connection with county extension agent training conferences on 4-H Club work to facilitate transportation.

Advance preparation accounted for much of the success of the conference. Five secretaries in each district were asked to prepare a 5- to 10-minute talk on one of the following topics listed as part of a secretary's job: (1) Office hostess and managerial responsibilities, including the giving out of information when the agent was absent; (2) telephone technique; (3) taking care of the mail, including place or arrangements for taking and transcribing dictation; (4) keeping records and making reports; (5) planning one's work. They responded enthusiastically. This made excellent preparation, which enabled the discussion to start off promptly and carry along briskly and to the point.

Every secretary was asked to be ready to enter into discussion and bring up any questions she wished to have considered. The secretaries brought along one or two sample letters which they considered their best mimeograph job, their best news letter, circular letter or card. They also supplied the names of reference volumes or handbooks which they had found particularly helpful. This material, with some selected annual and monthly reports, made up an interesting exhibit at each meeting.

References used, available in every county office, were the Department of Agriculture circulars, A Handbook for County Office Secretaries, and Telephone Manners.

To further set the stage for discussion, Rupert Rasmussen, formerly

with the department of agricultural journalism and now of the State 4-H staff, presented his set of colored slides showing good letter lay-outs and examples of typical extension letters. The film strip Job for Two was also shown, followed by a listing of the problems to be considered during the day.

The afternoon was devoted to bringing the secretaries up to date on techniques of typing, taking shorthand, and the professional touch in mimeographing. This was in charge of a qualified person from the commercial department of a vocational school or business college in the area. These men and women put much thought and care into the preparation of concise and pertinent presentations.

It was apparent from the prepared talks, from the questions asked, and from the discussion that there was wide variation in the efficiency of the offices. Secretaries and clerks differed greatly in the amount of preparation they had had for their jobs. Most of the girls had had little or no training beyond high school.

The morale among office secretaries was high. Time and again the secretary showed her loyalty toward the agents for whom she worked. Each one wanted the others to believe that the agents in her county were "tops."

After taking part in these seven conferences, we concluded that there is a real need for some set of standards which an agent can use in hiring an office secretary. There should be a clear understanding as to who in a county office is to take the initiative in interviewing and hiring the office help. There should also be an understanding of what is expected of an office secretary.

The division of time and priority of claim on a clerk's time should be defined and understood by all concerned



when a clerk works for more than one agent.

When more than one secretary or clerk is employed, a definite understanding is needed about the responsibilities of each and who has supervisory responsibilities.

Every extension office should have the following aids to good letter writing and office procedure: (1) A good standard dictionary; (2) a handbook for County Office Secretaries, USDA leaflet, 1945; (3) Telephone Manners; (4) a good handbook for secretaries.

This series of conferences has been a helpful experience and a preliminary step to a more detailed study of general office procedure and management by the agents.

A Filing System That Works

A filing system that works the same way in every Tennessee Extension office is several steps nearer reality as a result of the State-wide information schools conducted by the information department. The system, fashioned after the classified advertisement section of daily newspapers and incorporating some ideas from other leading filing plans, was evolved and simplified by Editor A. J. Sims, who explained the system to county agents and secretaries at extension conferences. Incidentally, he impressed upon secretaries the importance of their part in selling Extension as creators and builders of good will. The filing system has passed every test thus far, and it has attracted considerable interest from beyond the State's borders.

Science Flashes



What's in the offing on scientific research, as seen by Ernest G. Moore
Agricultural Research Administration

New Information on Nematodes

Every extension worker knows about nematodes, and the damage they do to crops. Only a handful of scientists in the whole country are working on this enemy of agriculture, but they have made a lot of headway in recent years. The latest news is that all root-knot nematodes do not belong to one species, as commonly believed, but that at least 5 separate species have been identified. There may be many others. The clue to this discovery was provided by experiments on host plants. A study of morphological structures confirmed the belief that different species exist. A basic discovery of this kind may not seem important to the layman, but it was just such a discovery by a Department entomologist several years ago that led to the successful control of screw worms in cattle.

Single Germ Sugarbeet Seed

Plant breeders who have been searching for 50 years to find sugarbeet plants that produce seeds with single germs have finally found what they were looking for. If this trait can be bred into commercial varieties it will be a big step toward mechanization of sugarbeet growing. Sugarbeets normally produce seed in a cluster, which means that several plants come up where a seed ball is planted. This requires thinning, which normally calls for hand labor.

Latest on Crossbred Dairy Cows

Many county agents and other extension workers have seen the herd of crossbred dairy cows at Beltsville. Latest reports from the herd show continued improvement. Average production for 54 two-breed cows at slightly over 2 years of age was 13,006 pounds of milk and 585 pounds of butterfat. They beat their straight-

bred dams by 2,868 pounds of milk and 143 pounds of butterfat. Forty-five of the 54 topped their mothers on milk and 51 on fat. Average for 41 three-breed cows was 13,465 pounds of milk and 606 pounds of fat. This was an increase over their two-breed dams of 367 pounds of milk per cow and a decrease of 1 pound of fat. These results show that a high level of production may be reached in a comparatively short time and maintained by following a cross-breeding program in which good proved sires are used.

Three New Chestnuts

Tree breeding is slow business, so it's news when ARA plant breeders announce that three new Chinese chestnut varieties have been named and released to nurserymen for propagation and further trial. The new varieties were selected from a planting of 350 trees in an experimental orchard at Albany, Ga., planted in 1933. All three varieties bear large nuts of good quality that keep well when properly harvested and stored.

Holding on to Vitamin C

Recent work shows that vitamin C content of many fresh vegetables is maintained in cellophane packages as well as or better than when the produce is exposed to the air. Tomatoes lose this elusive quality under all conditions of storage, but they lose less at cool temperatures than at 70° or above. If held beyond full ripe stage they continue to lose it. A water spray of a growth regulator (p-chlorophenoxyacetic acid) applied to snap beans and lima beans 4 days before harvesting had little effect on vitamin C content at harvest, but a few days later the treated beans had lost much less than those not treated. The same treatment gave opposite results with kale, and had no effect on spinach.

The treated beans also lost less moisture under storage, which means they look better to the housewife by the time they reach the corner grocery.

Smoother Ride for Fruits

Scientists at Beltsville who study transportation of fresh fruits and vegetables are studying the effects of giving fruits a smoother ride on their way across the country from the west coast. The idea, of course, is to prolong their keeping qualities. Cars with a spring cushion underframe gave the best riding qualities, as might be expected. In the interest of truthful reporting, we have to admit that the most important factor in preventing grapes from shattering was not the smoothness of the ride, but the tightness of the load.

"Gelsoy"

Keeping up with the new products of the four Regional Research Laboratories involves learning a new word now and then. The latest is "Gelsoy." This is a soybean-protein product from the Northern Lab at Peoria, Ill., that may find at least three different uses. As the first vegetable protein material known to gel, it can be used as a gelling agent in various food products, can be whipped like egg white to make fluffy and nutritious meringues for pies and cakes, or can serve as a versatile adhesive. Although it is not yet on the market, laboratory tests have demonstrated its potential usefulness.

Gelsoy is a fine white powder obtained from soybean flakes by a process of alcohol and water extraction. It has the bland taste desirable for food uses and mixes easily with water for whipping and gelling. Marshmallows and other candies, puddings, ice creams, soups, and cake fillings are some of the food products in which Gelsoy may find a place.

We Study Our **JOB**



Maine Radio Pays Dividends

Stacy R. Miller, State Leader of Studies in Maine, tells how they surveyed their radio audience.

The number of people reached by radio more than compensates extension workers for the time they spend in preparing and presenting their broadcasts. This is the conclusion reached by Maine State and county extension workers who took part in making a survey of their radio audience in March 1948.

Since November 1946 either State or county extension workers had broadcast regularly at 12:15 p. m., Monday through Friday, over Station WABI in Bangor, Maine. The area covered by the study was the primary coverage of the station. Fifty-three sample areas of five to eight homes each were selected at random from the Bureau of Agricultural Economics master map.

In all, 352 families were reached. All but 45 of these families had radios in working order; several homes had more than one radio. The families were asked where they kept their sets; they reported 108 in the kitchen, 200 in the living room, 8 in the barn, and 53 in other locations.

Who Listened and When

Twenty-nine percent of the 307 families with radios had listened to the extension programs. Thirty-eight percent of the families did not listen to any farm program. A considerable number of families in the areas surveyed are part-time farmers or rural residents who look to industry for part or all of their livelihood.

About four-fifths of the homemakers and more than half of the men in the 91 "listening" families listened to the extension program. When these families were asked how they learned of the program, they frequently stated they either happened

on it by chance or as a result of being tuned to WABI.

One of the important things which the Extension Service wished to learn was the listening habits of the population of the area. When a summary of the data was plotted on a chart it showed that a high proportion of all families had their radios turned on much of the time from 6:30 a. m. to 9:30 p. m. The proportion fluctuated during the day with three peaks occurring, one at the breakfast hour 7 to 8 a. m., the second at 12 to 12:30 p. m., and the third at 7 to 9 p. m. During the hours of 7 to 8 p. m., four of every five families with radios had them turned on.

Women Good Listeners

Women listened quite consistently throughout the day with the low point at 5 p. m. The listening habits of the men presented a somewhat different story. The men's listening audience reached a peak at 7 a. m., again at 12 noon, and again at 8 p. m. During the periods between these peaks the listening audience of men dropped very low. The children in the families listened very little during the day; but from 5 to 8 p. m., about one-fourth of all families had children listening.

From the standpoint of putting on a program when the most people in the area are listening, the evening from 7 to 8 p. m. is the best time. However, this is the time when the high-priced commercial programs appear, and a program at such a time would have tremendous competition. Two other times which offer nearly as good possibilities for any audience other than children, are from 7 to 8 a. m. or 12:00 to 12:30 p. m. The Extension program is from 12:15 to 12:25 p. m.

As the broadcast varied from time to time in style, an attempt was made to determine the style which the listeners preferred. The three different styles of broadcasts were interviews, talks, and news. Of these three, in-

terviews seem to be the most popular.

The 91 families listening to the extension program were asked if they had ever received a bulletin or had written or telephoned the extension office because of something they had heard on the program. Twelve percent of those listening said they had requested information as a result of a broadcast.

About half of the men in the families interviewed had completed 8 grades or less of school; over one-third of the men had stopped school between the 9th and 12th grades. Only 5 percent of the men had gone beyond high school. There was no appreciable difference in the educational level of the men in the families listening to the extension program, and those in the total sample.

About one-third of the women surveyed had not gone beyond grade school; about half had received at least some high-school training. Nine percent of the women had more than high-school education.

This study has been of considerable value to extension workers who have taken part in the survey. It has helped them become more familiar with a cross section of their possible clientele. The survey also provides a check on the effectiveness of an extension program.

REVIEW OF EXTENSION STUDIES, Extension Service Circular 460, prepared by Lucinda Crile of the Division of Field Studies and Training, covers (1) studies completed and (2) studies in progress during period January to June 1949. Included in the first group are studies on: local leadership, program determination, progress and effectiveness of 4-H Club work and effectiveness of individual teaching methods. Methods studied are: Bulletins, circular letters, leader-training meetings, radio, and television. This is the fourth issue of the REVIEW OF EXTENSION STUDIES.

An Agent in the Making

A coordinated training program, which begins with the undergraduate and follows through with help and encouragement for further training on the job, is developing in Nebraska.

WITH splendid support of the teaching staff of the college of agriculture, the Nebraska Extension Service has set up three courses for undergraduates, established a department of agricultural and home economics extension in the college, created a new course of study ending with a certificate of professional improvement, and encouraged 24 of the extension staff to attend summer school this year.

The undergraduate courses are taught to men and women together by Ethel Saxton and Elton Lux, of the State extension office. Juniors take the first course in extension organization, history, and philosophy. Then they go into the field for summer work with county extension agents, getting both credit and pay. In the senior year, they take a methods course based largely upon their summer's experience. Several who have taken the courses seem better prepared to assume responsibility as extension agents than are those without the training.

The department of agricultural and home economics extension has been operating about 3 years. A major in extension includes broad training in all phases of agriculture or home economics, basic sciences, journalism, public speaking, education or sociology, and the extension courses. The graduate gets a bachelor of science degree with a major in extension.

A questionnaire to agents last winter about what they would like to take if they had a chance to go to school showed that many of them were interested in courses taught on an undergraduate level. Only a few were interested in an advanced degree and graduate college courses. Some of them did not have the prerequisites to take agricultural work, and others did not see how they could meet the time and residence requirements for most advanced degrees.

The Nebraska College of Agriculture will grant a certificate of profes-

sional improvement to an extension staff member upon completion of 20 credit hours beyond those required for a bachelor's degree, and taken while employed in Nebraska. From 2 to 5 hours' credit can be obtained for from 4 to 10 years' experience plus a special report regarding one phase of the person's experience. Eight hours of credit on the campus at Lincoln are required. The subjects may be chosen by the student. Six additional hours may be taken on the campus or in out-of-State classes of the university. One session at one of the extension summer schools like Wisconsin or Colorado is required, and two may be included. A thesis must be written after study of a local problem under the direction of a college staff mem-

Health Education Program

(Continued from page 196)

An effective way of handling health work, in the opinion of the committee, is through cooperation with health departments, promotion of State health councils and committees, and educational health programs in counties through local leaders. The Extension Service needs to find, train, and use health leaders to further health work in State and counties. The report closes with a question: "Is one of our major responsibilities to help rural people understand some of the scientific, social, and economic factors that have determined the development, organization, and philosophy of prepayment plans for hospitalization and medical care? Should we help rural people set up criteria by which they can evaluate existing plans and proposals and choose for themselves the type most suited to their needs?"

Members of the committee were Edith Bangham, assistant State leader, Wisconsin; Martha E. Brill, home health and sanitation specialist, Kansas; Helen M. Robinson, specialist in health education, Arkansas; and

ber. From 2 to 4 hours' credit can be obtained from the thesis.

Attendance at summer school this year has been encouraged first by a leave of 3 weeks with pay, in addition to annual vacation, granted by the board of regents of the university; and second by a number of scholarships and much administrative encouragement. Ak-Sar-Ben offered five \$100 scholarships to agricultural agents, and twenty \$50 awards were offered from Bankhead-Flannagan funds. Junior and senior students of the college were employed to help in the counties while the agents were gone. County and State staff members were in school at Colorado, Nebraska, Wisconsin, Cornell, and Columbia.

Beginning next fall, Miss Saxton and Mr. Lux will help advise freshmen students in the junior division of the university, in addition to those majoring in extension. About half the college enrollment consists of former 4-H Club members. An effort will be made to maintain a close acquaintanceship with them while in college.

Maude E. Wallace, assistant extension director, Virginia. Elin Anderson, specialist in rural health, Extension Service, U. S. D. A., served as adviser.

4-H Health Plan

Lincoln and Lancaster Counties, Nebr., have embarked on a unique health program for 4-H members.

It's a contest for physically handicapped children. If they fill most of the requirements for the health program they are eligible to win a purple ribbon. With 90 points they are eligible to enter the county health contest in connection with the county fair.

This is the point system: 30 for a physical examination, 10 for blood test, 10 for chest X-ray, 10 for smallpox vaccination, 10 for diphtheria immunization, 20 for two dental examinations, and 10 for getting blood typed.

Cooperating in the health program are Lancaster County Extension Service, the Lincoln City-Lancaster County Department of Health, and the Lancaster County Medical Association.

Have you read . . .



GUIDING FAMILY SPENDING, United States Department of Agriculture Miscellaneous Publication No. 661, prepared by the Bureau of Human Nutrition and Home Economics, Agricultural Research Administration, U. S. D. A., Washington, D. C. March 1949. 26 pp.

• Families with incomes all the way from high to low ask help these days in managing their finances. Especially seeking guidance are newly-weds, families with new babies or teen-age youngsters, and persons about to retire. As a spending plan is something that a family can best work out for itself, the steps followed in arriving at wise use of spending have been outlined in the new publication, *Guiding Family Spending*, by family economists of the Bureau of Human Nutrition and Home Economics, United States Department of Agriculture.

The publication is designed primarily for welfare workers, teachers, and home demonstration agents who advise families, and it may be obtained for 15 cents from the Superintendent of Documents, Washington 25, D. C.

THE PEOPLE'S COLLEGES, a History of the New York State Extension Service in Cornell University and the State 1876-1948. Ruby Green Smith. Cornell University Press, Ithaca, N. Y. 1948. 593 pp.

• "Fascinating" is a word that applies to Ruby Green Smith's history of the New York State Extension Service. Mrs. Smith, emeritus professor of Cornell and former State home demonstration leader, calls her book *The People's Colleges* in reference to four State colleges of Cornell University which have extension work—agriculture, home economics, veterinary, and State school of industrial and labor relations. The major part of the book, however, is devoted to extension education in

agriculture and home economics, and Mrs. Smith tells a colorful story of its beginning and remarkable growth. Mainly, it is a story of the people who made and are making extension history in the State—more than 600 are mentioned—many of them well known far beyond their own State. Quotes and anecdotes in several instances serve to bring out the extension philosophy of these persons. Entire chapters are written about such leaders as Dean Carl E. Ladd; Deans Galloway and Mann; Director L. R. Simons; Martha Van Rensselaer and Flora Rose; President Edmund E. Day; Deans Sarah Blanding, William I. Myers, and E. Lee Vincent; and Liberty Hyde Bailey, perennial pioneer.

Other chapter headings include: A History of the County Farm Bureau, Rural and Urban Home Demonstration Work, History of the 4-H Clubs, Local Leadership, Epsilon Sigma Phi, International Relations, Philosophy and Future, and Administration—a Specialty and an Art.

In this book, dedicated to "all associated with the national and State extension services of the American land-grant colleges and universities," and tracing the Extension Service of New York from its beginning in 1876 when professors gave their own time and paid their own traveling expenses, through the period of farmers' institutes, up to 1949, Mrs. Smith has unrolled the dramatic story of the growth of an educational experiment. She says: "With more zeal than discretion, I ventured to write this book . . ." Many hours of writing, much research, and nearly a lifetime of memories have been invested in this project, to which Mrs. Smith has devoted herself since her retirement as State home demonstration leader of New York in 1944.—*Florence L. Hall, field agent, home demonstration work, Eastern States.*

Water Systems Day

A "Water Systems Day" was held in Franklin County, Mo., and attracted some 400 persons. Its purpose was to acquaint farmers of Franklin County with the methods of planning water systems and the proper equipment to use on the farm.

The Agricultural Extension Service of that county planned the program in cooperation with well drillers and pump dealers in the area. Seven firms in the county had exhibits with about 30 different pumps of all makes and sizes and water softeners on display.

A panel of men discussed well drilling in Franklin County; and Della Koechig, county home demonstration agent, talked briefly on an efficient kitchen arrangement to fit the water system.

A colored movie demonstrated the proper installation of a septic tank. Ralph Ricketts, extension engineer from the College of Agriculture, discussed the many ways a water system can be used to save labor and increase income on the farm.

Those who registered for the meeting were asked to designate the improvements they planned to make in their water systems within the next 2 years. According to registration figures, 57 of those attending planned a bathroom; 20 intended to drill a deep well; 47 would buy a new pump; 37 plan to remodel kitchens; 45 expect to install a septic tank; and 9 will add a water softener.

Farmers who were planning these water system improvements on their farms got complete information on well drilling, on pressure water systems, and on the different types and sizes of motors.

• The passing of R. E. ELLIS, veteran Tennessee extension agent, is a loss to the entire Extension Service. Appointed as county agent in Weakley County the year before the passage of the Smith-Lever Act, he served continuously in that county until the time of his death, July 23. An account of his work in reforestation was printed in the January Extension Service Review as written by the Tennessee extension forester.



For a program with international flavor . . .

ask one of these 31 young people to give an account of farm life in Europe. They are the International Farm Youth Exchange delegates from 22 States who spent 4 months this summer living, working, and playing with farm families abroad. Each will spend the next few months on speaking and radio engagements telling of his experiences and observations. Most of them will have 2 by 2 Kodachrome slides to give punch to their stories. All have first-hand evidence of Europe's attitude toward America and a great story to tell.

Write to your State extension director or State 4-H Club leader to see if your State had one or more IFYE delegates who would be available for talks at farm meetings.

